

CLAIMS

What is claimed is:

1. A system for an interactive, computer-assisted on-line auction,
comprising:

5 at least one moving graphical array of a plurality of objects for auction,
wherein the array is displayed for viewing on a display device and a viewer can
bid on any one of the plurality of objects.

10 2. The system according to Claim 1, wherein the at least one array
includes still images of the objects.

3. The system according to Claim 1, whereby scrolling, the at least one
array displays more objects than the display device can display.

15 4. The system according to Claim 1, wherein the at least one array can
scroll bi-directionally.

5. The system according to Claim 1, wherein the objects in the at least
one array are sorted into rows and columns according to different criteria.

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6. The system according to Claim 1, wherein the viewer can select a plurality of objects from the at least one array for viewing, monitoring and bidding.

5 7. The system according to Claim 1, wherein the viewer can selectively sort the position of the objects in the at least one array by different criteria.

8. The system according to Claim 1, wherein the viewer uses an input
10 device to click on an object to select and view detailed information about that
-object

9. The system according to Claim 8, wherein after the viewer selects
objects of interest, the system retrieves detailed information and enlarged
15 graphics from a database for each selected object and composes a monitoring
screen for that object for display on the viewing device.

10. The system according to Claim 9, wherein the monitoring screen is
periodically and automatically updated with new status information.

11. The system according to Claim 9, wherein the monitoring screen
for each selected object includes a textual description of the object and

information regarding the status of the auction for the object as well as a bid submission box for the object.

5 *Port 4* 12. The system according to Claim 1, wherein a first one of the at least one array displays objects that are being auctioned at the time they are depicted in the array, and a second one of the at least one array displays objects to be auctioned at a future time.

10 13. The system according to Claim 12, wherein the objects to be auctioned at a future time include a timestamp indicating the time at which the objects will be auctioned.

15 *Port 4* 14. The system according to Claim 1, wherein the system includes controls enabling the viewer to selectively stop and start the scrolling of the at least one array.

20 15. The system according to Claim 1, wherein the system includes controls enabling the viewer to selectively control the speed of the scrolling of the at least one array.

16. The system according to Claim 1, wherein the system includes controls enabling the viewer to selectively control the direction of the scrolling of the at least one array.

5 17. The system according to Claim 1, wherein the at least one array scrolls horizontally on the display device.

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all 18. The system according to Claim 1, wherein the at least one array scrolls vertically on the display device.

10 19. The system according to Claim 1, wherein the objects to be auctioned at a future time are depicted in an array positioned on a margin of the display device.

15 20. The system according to Claim 1, wherein the system includes at least one visual cue to alert the viewer of a particular occurrence.

21. The system according to Claim 1, wherein the system includes at least one audible cue to alert the viewer of a particular occurrence.

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22. The system according to Claim 20, wherein the particular occurrence is that a selectively predetermined amount of time remains to submit a bid on an object before the auction for the object terminates.

5 *subarray* 23. The system according to Claim 1, wherein three-dimensional objects displayed in the at least one array are selectively rotated by a viewer for three-dimensional viewing.

24. The system according to Claim 1, wherein the system provides a
10 split screen for displaying broadcasts, narrow casts and streaming video for viewing live auction events alongside web images, three-dimensional presentations of objects, detailed textual descriptions of objects and an on-line bidding mechanism for linking the bidder to live auction sessions.

15 25. A method for participating in a computer-assisted on-line auction, comprising the steps of:

scrolling on a display device at least one array displaying images of a plurality of objects for auction;

selecting at least one of the plurality of objects for viewing detailed
20 information regarding the object including a bid price and a deadline for submitting a bid; and

submitting a bid to purchase the object.